

GOODDEN & ROSS

Product Safety & Liability Prevention

A Leading-Edge Seminar for Manufacturers,
Distributors, & Insurance Representatives

Milwaukee

November 6-7, 2008
Country Inn & Suites
Brookfield



Product Liability Prevention

Background

The epidemic of product liability lawsuits in the United States results in many corporations now being required to pay substantial insurance premiums and defense costs, forcing what might have been healthy organizations into a difficult financial situation, if not bankruptcy. Median jury awards have more than tripled in the past 7 years and the threat of punitive damages remains.

Even for manufacturers that have little experience with product liability lawsuits, a sudden, unexpected occurrence could prove to be financially devastating.

Today, more and more companies are beginning to take a real interest in the implementation of product liability prevention techniques. These can bring about significant improvements to the overall manufacturing organization. This seminar is designed for all members of management, including: Executives, Quality, Engineering, Reliability, New Product Development, Risk Managers, Designers, Plant Management, In-house Counsel and many others, including insurance company personnel.

You will learn about risk minimization processes that will more than pay for the cost of this seminar. It will definitely change the way you do business!

Your Instructors



Randall Goodden is known worldwide for his best selling books “*Product Liability Prevention: A Strategic Guide*” and “*Preventing & Handling Product Liability*”. He has over 30 years of experience in manufacturing as a VP of

New Product Development, Quality, and Litigation Management. He is routinely brought in by the CEOs of leading corporations to teach in-house seminars on PLP to their entire management team. He appears on television, radio, and webcasts, and is routinely interviewed by newspapers from coast to coast.

He routinely teaches in-house and public seminars around the U.S., as well as in Malaysia, UK, Europe, India, and Australia. He works with management teams on the development and implementation of their PLP programs.



Attorney Kenneth Ross is Of Counsel to Bowman and Brooke LLP, a national law firm that is preeminent in the defense of product liability litigation. Ken has practiced for 30 years in the areas of product safety, preventive law, risk management, corporate counseling,

corporate and regulatory compliance, and litigation. He advises U.S. and foreign manufacturers, product sellers, insurance brokers and insurance companies on ways to minimize the risk of liability, especially product liability and contractual liability.

He is an internationally known expert on this subject and has written many articles on the subject and presented many seminars to lawyers, engineers and business people all around the world including Canada, Japan and Europe.

The Seminar

Day 1

8:00 - 8:30	Continental Breakfast
8:30 - 8:45	Introductions
8:45 - 9:00	Overview of Seminar – What is Product Liability Prevention <ul style="list-style-type: none">• Misconceptions of the focus• All the areas to be covered
9:00 - 9:45	The Impact of Product Liability Lawsuits on Manufacturers Today <ul style="list-style-type: none">• Statistics• Impact on product costs, insurance premiums• Case studies
9:45 - 10:20	Understanding the Full Realm of Product Liability <ul style="list-style-type: none">• Recognizing all the potential problem areas
10:20 - 10:30	Morning Break
10:30 - 11:00	Introduction to Product Liability Law <ul style="list-style-type: none">• Origins of product liability• Plaintiff's theories• Negligence and strict liability• Breach of warranty and contract
11:00 - 12:00	Manufacturing and Designing a Safe Product – The Law <ul style="list-style-type: none">• Legal definitions• Factors for jury to consider• Optional safety devices• Compliance with laws and standards
12:00 - 1:00	Lunch (provided)
1:00 - 1:45	The Design Review Team <ul style="list-style-type: none">• Understanding the objective• Creating the Design Review Team• The different stages of Design Reviews
1:45 - 3:15	The Product Safety Team <ul style="list-style-type: none">• Risk assessment and hazard analysis• Different analysis tools• Going beyond normal considerations
3:15 - 3:30	Afternoon Break
3:30 - 5:15	Designing Warning Labels and Instructions <ul style="list-style-type: none">• Deciding between labels and instructions• Warning label design and the Z535 standard• Word messages, including foreign languages• Label placement and material
5:15	Adjourn

The Seminar

Day 2

7:30 - 8:00	Continental Breakfast
8:00 - 8:45	Warning Label Exercise
8:45 - 9:45	Contracts, Purchase Orders, Qualifying New Suppliers/Subcontractors, Agreements <ul style="list-style-type: none">• The fine print on Purchase Orders and Sales Contracts• Qualification criteria for new suppliers/subcontractors• Dealing with dealers and distributors
9:45 – 10:00	Break
10:00 - 11:00	Document Management and Defensive Writing <ul style="list-style-type: none">• Identifying important records• Establishing procedures and retention periods• Educating the employees about defensive writing
11:00 - 12:15	Post Sale Duty to Warn <ul style="list-style-type: none">• Alerting the end user of new hazards• Initiating a retrofit or recall program• Reporting to the government
12:15 - 1:00	Lunch (provided)
1:00 – 1:35	Video Presentation
1:35 - 2:15	Developing the Program <ul style="list-style-type: none">• Choosing the Champion• Creating the Corporate Team and Plan• Educating the Management Team• Investigating incidents
2:15 – 3:00	Entering into Litigation <ul style="list-style-type: none">• Hiring legal counsel• Pre-trial stages of litigation• Going to trial
3:10	Final Discussion - Adjourn

General Information

Fee Covers: Course notebook, continental breakfast, break refreshments and lunches will be provided.

Accommodations: The Country Inn & Suites is located at 1250 S.Moorland Rd in Brookfield WI, with free shuttle service to and from the Milwaukee Airport (20min). They can be reached at 262.782.1400. Our attendees receive special rates.

Milwaukee Registration Form - November

Space is limited. Register early to assure your place!

Registration fee: \$950 (if payment is received before October 4th)
 \$1050 (after October 4th)

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: (____) _____ Fax: (____) _____

Email: _____ Nickname (name tag) _____

Billing Information

Check Enclosed Reserve My Place Now, a Check will Follow (Must be paid before Oct 17th)

Charge to My Credit Card (Visa, MasterCard, American Express)

Cardholder's Name _____

Card No. _____ Expires _____

Signature: _____

How To Register

Fax: Fax completed form to 262.594.5715

Email: Complete form and email to rgoodden@ipslp.com

Mail: Send completed form and check to: **Goodden Enterprises LLC**
 S95 W34660 Jericho Dr
 Eagle, WI 53119

Refund Policy

Goodden Enterprises will give you a complete refund if you cancel before Oct 4, 2008. Cancellations between Oct 4th and Oct 17th will be charged a \$200 cancellation fee. No refunds after Oct 17th, but substitutions are allowed.